

(Oct. 1990)

United States Department of the Interior  
National Park Service  
**National Register of Historic Places**  
**Registration Form**

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

**1. Name of Property**historic name Settlement School Community Outreach Historic Districtother names/site number Arrowmont School of Arts and Crafts**2. Location**street & number 556 Parkway N/A ☐ not for publicationcity or town Gatlinburg N/A ☐ vicinitystat Tennessee code TN county Sevier code 155 zip code 37064

e \_\_\_\_\_

**3. State/Federal Agency Certification**

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this ☒ nomination ☐ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set for in 36 CFR Part 60. In my opinion, the property ☒ meets ☐ does not meet the National Register criteria. I recommend that this property be considered significant ☐ nationally ☐ statewide ☒ locally. (See continuation sheet for additional comments.)

Signature of certifying official/Title

Date

Deputy State Historic Preservation Officer, Tennessee Historical Commission

State or Federal agency and bureau

In my opinion, the property ☐ meets ☐ does not meet the National Register criteria. (☐ See Continuation sheet for additional comments.)

Signature of certifying official/Title

Date

State or Federal agency and bureau

**4. National Park Service Certification**

I hereby certify that the property is:

☐ entered in the National Register.☐ See continuation sheet☐ determined eligible for the National Register.☐ See continuation sheet☐ determined not eligible for the National Register.☐ removed from the National Register.☐ other, (explain:) \_\_\_\_\_\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Signature of the Keeper

Date of Action

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Settlement School Community  
Outreach Historic District

Name of Property

Sevier County, Tennessee

County and State

## 5. Classification

### Ownership of Property

(Check as many boxes as apply)

- ☒ private  
☒ public-local  
☐ public-State  
☐ public-Federal

### Category of Property

(Check only one box)

- ☐ building(s)  
☒ district  
☐ site  
☐ structure  
☐ object

### Number of Resources within Property

(Do not include previously listed resources in count.)

Contributing	Noncontributing	
4		buildings
1		sites
	3	structures
		objects
5	3	Total

### Name of related multiple property listing

(Enter "N/A" if property is not part of a multiple property listing.)

Historic and Architectural Resources of Pi Beta Phi  
Settlement School MPS

### Number of Contributing resources previously listed in the National Register

0

## 6. Function or Use

### Historic Functions

(Enter categories from instructions)

EDUCATION: School, Education-related

COMMERCE: Specialty Store

HEALTH CARE: Clinic

RECREATION AND CULTURE: Museum

### Current Functions

(Enter categories from instructions)

EDUCATION: Education-Related

COMMERCE: Specialty Store

RECREATION AND CULTURE: Museum

## 7. Description

### Architectural Classification

(Enter categories from instructions)

Bungalow; Rustic

### Materials

(Enter categories from instructions)

foundation Concrete; Stone

walls Sandstone; Concrete; Weatherboard; Wood  
Shingle

roof Slate; Asphalt Shingle; Wood Shake

other Metal; Wood; Glass; Stone

### Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

See continuation sheets.

## 8. Statement of Significance

### Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- ☒ **A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- ☐ **B** Property is associated with the lives of persons significant in our past.
- ☒ **C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- ☐ **D** Property has yielded, or is likely to yield, information important in prehistory or history.

### Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- ☐ **A** owned by a religious institution or used for religious purposes.
- ☒ **B** removed from its original location.
- ☐ **C** birthplace or grave.
- ☐ **D** a cemetery.
- ☐ **E** a reconstructed building, object, or structure.
- ☐ **F** a commemorative property
- ☐ **G** less than 50 years of age or achieved significance within the past 50 years.

### Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

### Areas of Significance

(Enter categories from instructions)

Education

Architecture/ Art

Social History

### Period of Significance

circa 1913 – 1957

### Significant Dates

circa 1913, circa 1926, circa 1940, 1945, 1948

### Significant Person

(Complete if Criterion B is marked)

N/A

### Cultural Affiliation

N/A

### Architect/Builder

Barber and McMurry, architects

## 9. Major Bibliographical References

### Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

### Previous documentation on file (NPS):

N/A

- ☐ preliminary determination of individual listing (36 CFR 67) has been requested
- ☐ previously listed in the National Register
- ☐ Previously determined eligible by the National Register
- ☐ designated a National Historic Landmark
- ☐ recorded by Historic American Buildings Survey # \_\_\_\_\_
- ☐ recorded by Historic American Engineering Record # \_\_\_\_\_

### Primary location of additional data:

- ☐ State Historic Preservation Office
- ☐ Other State Agency
- ☐ Federal Agency
- ☐ Local Government
- ☐ University
- ☒ Other

Name of repository: Arrowmont School of Arts and Crafts

Settlement School Community  
Outreach Historic District  
Name of Property

Sevier County, Tennessee  
County and State

## 10. Geographical Data

**Acreage of Property** Approximately 7 acres

Gatlinburg 157 NE

### UTM References

(Place additional UTM references on a continuation sheet.)

1    17    272701    3954810  
     Zone    Easting    Northing  
2    \_\_\_\_\_    \_\_\_\_\_    \_\_\_\_\_

3    \_\_\_\_\_    \_\_\_\_\_    \_\_\_\_\_  
     Zone    Easting    Northing  
4    \_\_\_\_\_    \_\_\_\_\_    \_\_\_\_\_  
☐ See continuation sheet

### Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

### Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

## 11. Form Prepared By

name/title Susan Knowles and Carroll Van West

organization Center for Historic Preservation Date March 26, 2007

street & number Middle Tennessee State University—Box 80 telephone 615-898-2947

city or town Murfreesboro state TN Zip code 37132

### Additional Documentation

Submit the following items with the completed form:

### Continuation Sheets

#### Maps

A **USGS map** (7.5 or 15 minute series) indicating the property's location

A **Sketch map** for historic districts and properties having large acreage or numerous resources.

#### Photographs

Representative **black and white photographs** of the property.

### Additional items

(Check with the SHPO or FPO for any additional items.)

## Property Owner

(Complete this item at the request of SHPO or FPO.)

name Pi Beta Phi Fraternity (Emily Tarr, Grand President)

street & number 1154 Town and Country Commons Drive Telephone 636-256-0680

city or town Town and Country State MO Zip code 63017

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listing. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*)

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P. O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reduction Projects (1024-0018), Washington, DC 20303.

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National Park Service

# National Register of Historic Places Continuation Sheet

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Settlement School Community Outreach Historic District  
Sevier County, Tennessee

## Description

The Settlement School Community Outreach Historic District faces north on the 500 block of Parkway in Gatlinburg, Sevier County, Tennessee. The district comprises the most publicly accessible buildings and resources associated with the settlement school. The nominated property contains approximately 7 acres and includes contributing and non-contributing buildings associated with the settlement school's programs and initiatives for community services, including a school building, a health clinic, a craft shop, and an Appalachian life museum, dating from c. 1926 to the mid-1950s. The nominated property meets the registration requirements of public outreach districts outlined in the Historic and Architectural Resources of the Pi Beta Phi Settlement School MPS.

## Inventory

1. Jennie Nicol Health Clinic Building (1948)  
(now the Arrowmont business office )

One-story asphalt shingle-gable roof symmetrical five-bay Rustic-style building. Eight-over-twelve wood double-hung sash windows on the north facade and east and west elevations. Frame construction covered with wood shingles with a stone and concrete foundation. The central entrance features a projecting portico with four wood posts supporting a pediment. A stone chimney is visible on the rear elevation. The Knoxville firm of Barber and McMurry designed the building in 1947. (C)

2. Exhibit Kiosks (c. 1968)

Three wood, glass, and metal kiosks that hold displays about the programs and work of Arrowmont. The west kiosk features displays on the programs of Arrowmont; the central kiosk contains an exhibit on the history of the Pi Beta Phi Settlement School and the Southern Highlands Craftsman Fair; and the east kiosk contains displays on the workshops of Arrowmont. Designed by architect Hubert Bebb. (3 NC, due to date of construction)

3. Arrowcraft<sup>1</sup> Shop (1940)

One-story slate shingle-gable roof stone-veneer symmetrical three-bay Rustic-style building. The central entrance is flanked by large single-pane bay windows for the exhibition of items. Stone chimney at the west gable end; concrete foundation. The building was designed by the Knoxville firm of Barber and McMurry in 1939. An additional one-story rectangular-shape slate shingle-gable roof symmetrical five-bay Rustic-style building, of frame construction covered with wood shingles with a concrete foundation, also designed by Barber and McMurry, was added c. 1960. This annex to the Arrowcraft shop includes administrative offices and a design studio for the Arrowcraft product line. A third addition to the building, on the south side was designed by the Knoxville architecture firm of Cooper and Perry. It consists of L-shaped frame construction,

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<sup>1</sup> Arrowcraft was trademarked in 1928 for the cottage industry weaving and woodwork products created at the settlement school. The name was written as two words when products were first offered for sale in Stuart cottage and the old school building on Baskins Creek, c. 1924-1928. It is derived from the arrow, a Pi Beta Phi Fraternity symbol.

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Settlement School Community Outreach Historic District  
Sevier County, Tennessee

with an asphalt shingle-gable roof, stone veneer, and large projecting bay window facing southwest. Completed c. 1978, it is now rented for a commercial business, a gift shop. (C)

4. Ogle Cabin (c. 1807, c. 1926, c. 1969)

Log, half-dovetailed notched, single-pen cabin with wood shingle gable roof, stone foundation, and gable end exterior stone chimney. Central entrance has vertical board door. This dwelling was used c. 1926 as an exhibit space displaying artifacts about mountain life. The cabin originally stood on the site of what is now Staff House, between the four-room Ogle farmhouse and the model barn. It was moved c. 1969 to the current location close to the Arrowcraft Shop. Since the move kept the log dwelling on its original farm property (the second tract of Ogle farm property purchased by Pi Beta Phi in 1921) and in its historic context as part of the school's community outreach initiative, it is considered a contributing building. (C)

5. Early School Building, Arrowcraft Shop, Arts and Crafts Building (c. 1913, c.1926, c. 1940)  
(now the Cottage at the Creek, Thomas Kinkade Gallery)

One-story L-shaped asphalt shingle-gable roof Rustic-style building, frame construction covered with wood shingles, concrete and river rock foundation with stone chimney on the east gable end. Current entrance is off-center, facing Cherokee Orchard Road/Baskins Creek on the west side. The building has three six over six windows on each side. The north end has two large rectangular display windows; the cross-gable addition on south end has a symmetrically placed door with frame portico and six over six windows on either side. The original frame building, without the added L at south end, was used for classes at the settlement school c. 1913-1914 and intermittently for the settlement school's arts and crafts activities. Photographs show that the L was apparently added c. 1926 when the building began to be used as the Arrowcraft Shop. According to oral and written accounts, this building was renovated into rustic shingle style c.1940 when the new Arrowcraft Shop was constructed on Parkway, which would mean that the majority of the materials on the present structure date from that period. It continued to be used for arts and crafts activities until permanent studio buildings began to be constructed for the Arrowmont School of Arts and Crafts in the 1960s. Since then it has been rented for various uses. In the early to mid sixties, it served as the architecture office of Hubert Bebb and several of his early partners. (C)

6. Craftsman's Fair Grounds and School Playground (c. 1914, c. 2004)

Large open space located between the community outreach buildings (to the north) and the Pi Beta Phi Elementary School building (to the south). There is a tennis court in the northeast corner of grounds, mostly hidden from the Parkway view by shrubbery. New playground equipment and a small track were installed c. 2004 near the back of the property closest to the Elementary School. The grounds (which include an area once occupied by the settlement school food garden) are clearly visible from the district's Parkway frontage, which includes three kiosks for visitors, one of which explains the origins of the Southern Highland Handicraft Guild Craftsman's Fair, which originated on this site in 1948 and continued to be held here through the early 1950s. This is a contributing site. (C)

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## VIII. Significance Statement

The Settlement School Community Outreach Historic District in Gatlinburg, Sevier County, Tennessee, is eligible for listing in the National Register of Historic Places for its local significance under Criterion A in education and social history for its association with the school's programs of art and craft promotion and development as a representative example of the early twentieth century settlement school movement as well as its significant role in the American Studio Craft Movement of the 1950s. The district is also locally significant under Criterion C in architecture for its twentieth century institutional rustic architecture, with two of the buildings designed by the Knoxville firm of Barber and McMurry. The nominated 7-acre historic district is associated with the oldest remaining craft school in Tennessee. It meets the registration requirements for historic districts in the Historical and Architectural Resources of the Pi Beta Phi Settlement School MPS.

The district largely took shape in the 1940s, a period of great change in Gatlinburg due to the formal opening of the Great Smoky Mountains National Park in 1940. The earliest outreach building sited along the Parkway frontage of the school, however, is actually the oldest building on the campus, the early nineteenth-century Ogle Cabin. The cabin is associated with William Ogle, an early hunter in the region, but more particularly with his wife, Martha Jane Huskey Ogle. William Ogle, according to some family history accounts, built the cabin c. 1803 during a hunting trip in the mountains. He then returned to South Carolina to retrieve his wife and children, but died while in South Carolina and never returned to Tennessee. His wife, Martha Jane Huskey Ogle, moved the family to the Gatlinburg area c. 1807 and lived in the cabin. The family of her brother, Peter Huskey, came with Martha Ogle and they too established a farm. Martha Ogle, in 1817, joined others to establish a church for the community. She is buried in White Oak Flats Cemetery. Between 1922 and 1926, Evelyn Bishop and Phyllis Higinbotham of Pi Beta Phi set up the cabin as a museum of mountain life, a function that continues today. The cabin and its artifacts not only pay tribute to the first settlers of Gatlinburg; they also record the primacy of the craft tradition in the history of the region. After the construction of the Arrowcraft shop annex c.1960, the log cabin was moved from a location between the Red Barn and Staff House to its present location immediately east of the store c. 1969.

The "Arts and Crafts" building and the Arrowcraft shop designed by the Knoxville firm of Barber and McMurry were the next community outreach buildings established in the district. In 1940, the "Arts and Crafts" building (c. 1912), which had served as an early school building (1913-1914), as an arts and crafts workshop for the settlement school, and since 1926 as the Arrowcraft store was returned to its arts and crafts function and renovated in order to blend harmoniously with the new, Rustic-style, frame, stone, and shingle Arrowcraft shop being constructed on the Parkway in order to take full advantage of the summer tourist market. The school selected Barber and McMurry as the architects for the new store building to ensure that it would reflect designs found at the park, also carried out by Barber and McMurry. Additional demand for craft products was expected from visitors to the newly dedicated national park. The market for school craft products had grown substantially since the patenting of the Arrowcraft trademark, based on the Pi Phi Fraternity's iconic symbol, the arrow, in 1928, and the new facility also provided an efficient location for collecting, packing and shipping to the network of Pi Beta Phi Alumnae clubs in the United States and Canada.

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Settlement School Community Outreach Historic District  
Sevier County, Tennessee



c. 1912 Arts and Crafts Building as early school



c. 1926 Arts and Crafts Building

The store, and the nearby Arts and Crafts building, grew in significance during the mid and late 1940s when Pi Beta Phi officials stepped up their programs in craft education. In 1944 Settlement School officials approached Marian Heard at the University of Tennessee about bringing college level crafts instruction to Gatlinburg. An advisory committee on arts and crafts was formed and in 1945, the first Summer Craft Workshop, planned by Heard, was directed by master craft artist Elsa Ulbricht of Milwaukee, who was a specialist in painting, printmaking, pottery, metalwork and bookbinding. Ulbricht, a graduate of Pratt Institute, had initiated the hugely successful Milwaukee Handicrafts Workshop in 1935, which proved to be one of the most successful of the WPA programs, with over 5000 participants (primarily unemployed and unskilled women) trained in a variety of craft arts that were made available for sale. Ulbricht's UT summer course in Gatlinburg attracted fifty students from various parts of the United States. Courses in metalwork, jewelry, rug weaving, enameling, pottery, craft design and craft survey were taught in the Arts and Crafts building. It was deemed a success, and the following summer, Marian Heard became the program's permanent director.

From 1945 to 1947, Heard was involved in a survey of Appalachian craft workers through the Southern Highland Handicraft Guild and Southern Highlanders, Inc. (a cooperative formed in 1935 as a retail operation that was sponsored by the Tennessee Valley Authority, which operated shops at Norris, Tennessee—where a model workers' community was erected near the site of the first TVA dam—and in the International House at Rockefeller Center in New York City). From the survey Heard learned that many producers wanted more education in craft techniques for making furniture, pottery, metalwork, woodwork, basketry, and a variety of other items. The General Education Board approved the recommendation in her final report to create a program in craft education and Marian Heard was appointed the program's initial, part-time, director.

The survey also led the guild and school officials to take steps to host a "Craftsman's Fair" at Gatlinburg in 1948. The school had long been involved with the guild. In 1929 Evelyn Bishop went to Asheville, North Carolina to attend one of the early planning meetings for the Southern Highland (originally Mountain) Handicraft Guild, a cooperative effort to promote the mountain crafts. The following year, when the guild was officially founded in Knoxville, O.J. Mattil was elected to its Board of Directors. The fair strengthened



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those bonds of partnership and approach. It centered on the school's Parkway frontage property, using the store, the Arts and Crafts building, the large open space behind the Parkway buildings and the Pi Beta Phi school building beyond it. By exhibiting local craftwork as well as the work of regional producers, the Fair helped to establish Gatlinburg as a thriving craft center. Allen Eaton described it in a letter: "The fair was held in the stone building of the Settlement School, on the green, and under eight or nine large tents. It was carefully planned, well managed, and visitors were thrilled with it."<sup>2</sup>



The Craftsman's Fair continued at Gatlinburg under the tents and in the buildings of the district until the 1950s when it moved to the new Gatlinburg Convention Center, where it could be fully housed indoors. Local historian Nancy Huff Hayes concluded, "It was difficult to realize fully the tremendous outreach of the Arrowcraft project or what had been accomplished. Pi Beta Phi, through Arrowcraft, had established one of the few examples of cottage industries in the United States."<sup>3</sup>

The most recent contributing building in the district, the 1948 Jennie Nicol Health Clinic, served as one of the settlement school's earliest community outreach programs. Because of the extreme isolation and poverty of the students and their families, the Pi Phi women realized almost from the beginnings of the school that lack of health care was a major problem. In 1919-1920 they recruited a Columbia University-trained and New York City settlement house-experienced nurse, Phyllis Higinbotham, and opened a clinic in a four-room farmhouse on the settlement school property that had once belonged to the great, great grandson of Martha Huskey Ogle. At the time there were no registered nurses in Sevier County. Higinbotham, a native of Canada, traveled in a 5 to 6 mile radius of the school to bring medical assistance to the community. She taught midwifery skills along with the necessity of home sanitation and good dietary practices. The Pi Phis in 1922 named the operation the Jennie Nicol Health Clinic, the first "hospital" in

<sup>2</sup> Garry G. Barker, *The Handcraft Revival in Southern Appalachia, 1930-1990* (Knoxville: University of Tennessee Press, 1991), 44.

<sup>3</sup> Nancy Huff Hayes, "Arrowcraft Shop," *Sevier County, Tennessee, and Its Heritage* (Sevierville, 1994), 101.

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Gatlinburg, after one of the founding members of Pi Beta Phi who had died soon after obtaining her medical degree. By 1926, the health clinic was considered a model project for rural public health in Tennessee.<sup>4</sup> The State of Tennessee selected Higinbotham to be the first State Supervisor of Public Health Nurses, a position that moved her to Nashville and left the school clinic in the hands of new nurses and administrators. The extant Rustic-style building with an up-to-date clinic interior was designed by Barber and McMurry and constructed on the Parkway in 1948. The building continued as a community health center until 1965, when it was converted into the administrative offices for the Arrowmont School of Arts and Crafts.

The district buildings present a unified image by way of their different expressions of Rustic style. The health clinic building on the east end of the district, and the Arts and Crafts building at the west end of the district, reflect the wood shingle siding dominated aspect of the style. The Health Clinic was designed by Barber and McMurry in 1947; the firm is also credited with the restoration of the Arts and Crafts building c. 1940. Another aspect of Rustic style is conveyed through the stone facade of the Arrowcraft shop, designed by Barber and McMurry in 1939. The use of stone linked the shop to two other nearby Barber and McMurry designs: the 1936 Sugarlands park headquarters building at Great Smoky Mountains National Park and the 1945 United Methodist Church in Gatlinburg. The district also contains the only acknowledged log building in Gatlinburg from the early settlement era, the Ogle cabin. Modern treatments of log domestic architecture are found in several other residences and some commercial buildings built in Gatlinburg from the 1920s to the present, but the Ogle cabin is the only historic residence on Parkway to survive as a single pen cabin.

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<sup>4</sup> Ibid., 102-103.

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Settlement School Community Outreach Historic  
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Sevier County, Tennessee

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## Bibliography

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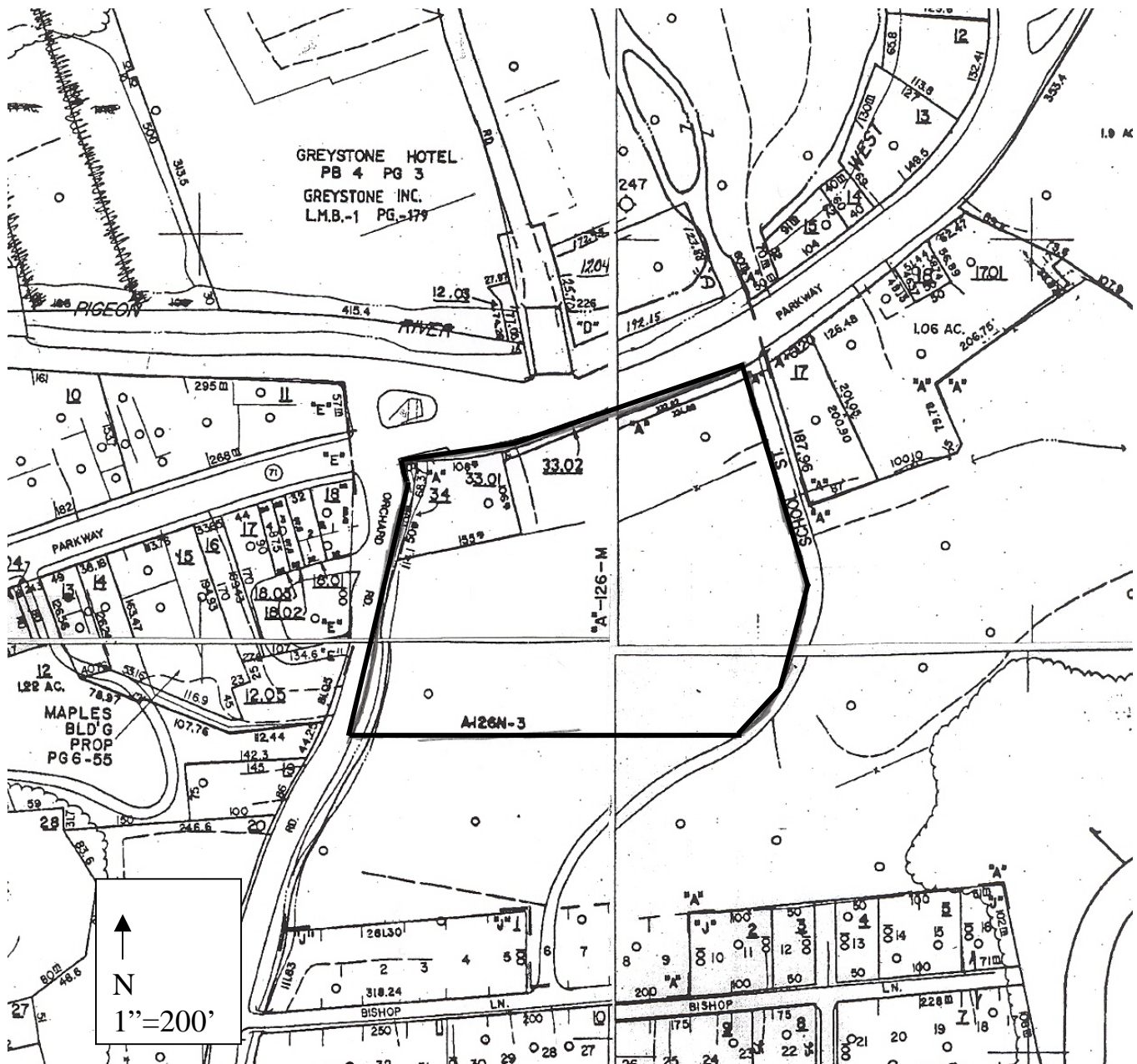
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Settlement School Community Outreach Historic District  
Sevier County, Tennessee

The nominated property at 556 Parkway, Gatlinburg, Tennessee contain approximately 7 acres as shown on the attached Sevier County Tax Maps 126-K,L,M,N; as a portion of plots 33.00 and 33.01. They contain all of the extant historic resources associated with the nominated property.



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## Photographs

Settlement School Community Outreach Historic District  
Sevier County Tennessee  
June 2006

Photos by Carroll Van West, MTSU Center for Historic Preservation

Negatives: Tennessee Historical Commission  
2941 Lebanon Road  
Nashville TN 37243

Entrance and Health Clinic, north façade, photographer facing southwest  
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Health clinic, north façade, photographer facing southeast  
2 of 11

Health clinic, west and south elevations, photographer facing northeast  
3 of 11

Kiosks, photographer facing east  
4 of 11

Arrowcraft shop, north façade, photographer facing southeast  
5 of 11

Ogle Cabin, north façade, photographer facing south  
6 of 11

Arrowcraft shop, east elevation and north façade, photographer facing southwest  
7 of 11

Arrowcraft annex, west elevation, photographer facing east  
8 of 11

Arts and Crafts building, west façade, photographer facing southeast  
9 of 11

Arts and Crafts building, east and south elevations, photographer facing northwest  
10 of 11

Commons, facing east  
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